

10/758,072

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CENTRAL FAX CENTERREMARKS/ARGUMENTS

JUN 07 2007

This amendment is being made in response to an Examiner's Interview held over the telephone on May 24, 2007. The Examiner is kindly thanked for the interview.

Substantial progress was made on the "system" Claim 1. In this amendment the other independent claims including "method" Claim 9 and "computer product" Claim 17 have been revised. Claims 1 – 21 are pending in this application.

The present invention is web based system from graphical searching over the internet to locate existing items offered by sellers or desired by buyers of designs, furnishings and accessories. The invention employs a "pairing method" for items offered by sellers and sought by buyers. The site pairs common selections between buyer and seller within a "closed" system with no relationship to the outside internet. It simply runs on the internet as a sole and independent site.

The invention is not a "build" site meaning that its goal is not the creation of anything new, but the identification of existing items using visual representation. Both a buyer and a seller act proactively to use images to communicate with one another. The invention technology is a "system" or "pairing method" that supports an online marketplace in which the images are the "language" of communication. Unlike the purchase of certain known items such as cars, which have a publicly known and recognized lexicon of names, styles, marks, models and options to guide a buyer, industries such as furniture, clothing, ceramics, etc. have no recognized language. These unique item types must rely on descriptions that appeal either to the subjective knowledge or emotional need of the buyer, which can only be approximated.

The present invention uses graphics that are drawn to "generalize" basic characteristics across a timeline of style so that multiple variations of the same design can be represented and referred to through the use of one image. The inventive application is about a dynamic "language" of communication—like a code breaker, so two parties with no common language can communicate. A 17<sup>th</sup> century chair can be represented in five or fewer icons.

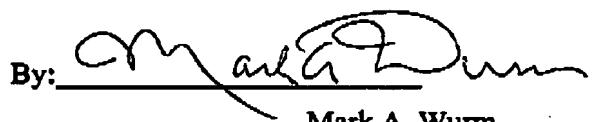
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With the amendment to the independent claims (1, 9 & 17) the application is now in condition for allowance. A notice of that effect is earnestly solicited.

Respectfully Submitted,

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By:



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